

**WRAL-TV Accounting Department** PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

#### **Billing Address:**

**Smart Media Attention: Accounts Payable** 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 9/24
Estimate Number	924930

Invoice #	116654-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/30/12

Station	WRAL	
Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116654
Alt Order #	06218176
Deal #	
Order Flight	09/24/12 - 09/30/12

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
2	WRAL	Price is Right	11a-12p								
	CLASS 1 -	CANDIDATE r8.23									
					2 to 09/30/12	1x	1				
	WRAL			F	09/28/12	:30	10:59 AM	PM12-117TH	\$500.00	)	1
4	WRAL	Young and the Restless	4-5p								
	CLASS 2 -	CANDIDATE r8.23									
					2 to 09/30/12	1x	1				
	WRAL			F	09/28/12	:00			<del>\$875.00</del>	Credited	1
5	WRAL	WRAL 5am News	5am - 5:30a								
	CLASS 3 -	CANDIDATE r8.23									
					2 to 09/30/12	1x	1				
	WRAL			F	09/28/12	:30	5:13 AM	PM12-107TH	\$300.00	)	1
6	WRAL	WRAL 5:30AM News	530-6a								
	CLASS 3 -	CANDIDATE r8.23									
					2 to 09/30/12	1x	1				
	WRAL			F	09/28/12	:30	5:28 AM	PM12-117TH	\$450.00	)	1
7	WRAL	CBS This Morning	7am - 9am								
	CLASS 3 -	CANDIDATE r8.23					_				
	MON			09/24/12 F	2 to 09/30/12	1x	1		4000		
_	WRAL			F	09/28/12	:30	8:49 AM	PM12-107TH	\$380.00	)	1
8	WRAL	Price is Right	11a-12p								
	CLASS 1 -	CANDIDATE r8.23		00/04/4		_	4				
	MDAL				2 to 09/30/12		1		ΦΕΩΩ Ω	Over dit and	
_	WRAL			М	09/24/12	:00			<del>\$500.00</del>	Credited	1
9	WRAL	Young and the Restless	4-5p								
	CLASS 2 -	CANDIDATE 8.23		00/04/4		_	4				
	MDAL				2 to 09/30/12		1		Φ07F 0	Over dit and	
	WRAL			М	09/24/12	:00			<del>\$8/5.00</del>	Credited	1
10	WRAL	WRAL 5am News	5am - 5:30a								
	CLASS 3 -	CANDIDATE r8.23									

09/24/12 to 09/30/12



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CLASS 2 - CANDIDATE r8.23



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Account Executive	Cheryl Blair	
Sales Office	Washington Telerep	
Sales Region	National	

Order #	116654
Alt Order #	06218176
Deal #	
Order Flight	09/24/12 - 09/30/12

Billing Calendar	Broadcast			
Billing Type	Cash			
Special Handling	CIA - Mark PAID			

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
10	WRAL	WRAL 5am News	5am - 5:30a	-	-			•			
		CANDIDATE r8.23									
	WRAL			М	09/24/12	:00			<del>\$300.00</del>	Credited	1
11		WRAL 5:30AM News	530-6a								
	CLASS 3 -	CANDIDATE r8.23									
					o 09/30/12	.,,	1				
	WRAL			М	09/24/12	:00			<del>\$450.00</del>	Credited	1
12		CBS This Morning	7am - 9am								
	CLASS 3 -	CANDIDATE r8.23					_				
					o 09/30/12		1		****	0 "	
	WRAL			М	09/24/12	:00			<del>\$380.00</del>	Credited	1
13		Sat Hour 3	10-11p								
	CLASS 2- 0	CANDIDATE r8.23		00/04/40	00/00/10	_	-				
	WRAL			09/24/12 t Sa	o 09/30/12 09/29/12	1x :30	1- 10:41 PM	PM12-107TH	\$1,300.00		
	WHAL				on spot aired		10.41 PW	PM12-1071H	\$1,300.00		Į.
14	WRAL	CRIMINAL MINDS	1135-1235XM	Lit wille	on spot anca						
17		CANDIDATE r8.23	1133-1233AW								
	01/1000	0/114B1B/112 10.20		09/24/12 t	o 09/30/12	1x	1-				
	WRAL			Sa	09/29/12	:30	12:34 AM	PM12-117TH	\$155.00	1	1
16	WRAL	WRAL 6a News Sat	6-8a						,		
		CANDIDATE r8.23	· •								
				09/24/12 t	o 09/30/12	1x	1-				
	WRAL			Sa	09/29/12	:30	7:29 AM	PM12-107TH	\$270.00		1
				LR Write-	on spot aired						
17	WRAL	CBS This Sat Morning 8-9a	8-9a								
	CLASS 2 -	CANDIDATE r8.23									
					o 09/30/12	1x	1-				
	WRAL			Sa	09/29/12	:30	8:58 AM	PM12-107TH	\$470.00		1
18	WRAL	Sat Hour 2	9-10p								



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Estimate Number	924930

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Station	WRAL			
Account Executive	Cheryl Blair			
Sales Office	Washington Telerep			
Sales Region	National			

Order #	116654				
Alt Order #	06218176				
Deal #					
Order Flight	09/24/12 - 09/30/12				

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel	Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
18	WRAL	Sat Hour 2	9-10p								
	CLASS 2 -	CANDIDATE r8.23									
					o 09/30/12	1x	1-				
	WRAL			Sa	09/29/12	:30	9:34 PM	PM12-107TH	\$1,300.00	)	1
19	WRAL	6pm News (Sun)	6-630p								
	CLASS 3 -	CANDIDATE r8.23									
					o 09/30/12	1x	1				
	WRAL			Su	09/30/12	:30	6:28 PM	PM12-117TH	\$350.00	)	1
20	WRAL CLASS 3 -	WRAL Sun Morning News CANDIDATE r8.23	7-9a								
					o 09/30/12	1x	1				
	WRAL			Su	09/30/12	:30	7:10 AM	PM12-107TH	\$400.00	)	1
21	WRAL CLASS 2 -	CBS Sunday Morning CANDIDATE r8.23	9-1030a								
				09/24/12 t	o 09/30/12	1x	1				
	WRAL			Su	09/30/12	:30	9:48 AM	PM12-107TH	\$600.00	)	1
22	WRAL	Sun Hour 2	9-10pm								
	CLASS 3 -	CANDIDATE r8.23	•								
					o 09/30/12	1x	1				
	WRAL			Su	09/30/12	:30	9:51 PM	PM12-107TH	\$3,115.00	)	1
23	WRAL	Price is Right	11a-12p								
	CLASS 1 -	CANDIDATE r8.23									
					o 09/30/12	1x	1				
	WRAL			Th	09/27/12	:30	10:59 AM	PM12-107TH	\$500.00		1
24	WRAL CLASS 2 -	Young and the Restless CANDIDATE r8.23	4-5p								
				09/24/12 t	o 09/30/12	1x	1				
	WRAL			Th	09/27/12	:00			<del>\$875.00</del>	Credited	1
25	WRAL CLASS 3 -	WRAL 5am News CANDIDATE 8.23	5am - 5:30a								



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Line	Channel Des	scription	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
25		AL 5am News	5am - 5:30a				•			•	
	CLASS 3 - CAN	NDIDATE 8.23									
	WRAL			Th	09/27/12	:30	5:13 AM	PM12-107TH	\$300.00	1	1
26		S This Morning	7am - 9am								
	CLASS 3 - CAN	IDIDATE r8.23		20/24/12			4				
	WRAL			09/24/12 Th	to 09/30/12 09/27/12	1x :30	1	PM12-117TH	\$380.00	<u> </u>	1
00		as is Diabt	11- 10-	111	09/27/12	.30	8:55 AM	PMIZ-II/IH	φ360.00		ı
28	WRAL Pric	ce is Right	11a-12p								
	CLASS I - CAN	NDIDATE 16.23		00/24/12	to 09/30/12	1x	-1				
	WRAL			Tu	09/25/12	:30	10:59 AM	PM12-107TH	\$500.00	1	1
29		ing and the Restless	4-5p		00/20/12	.00	. 0.00 /		φσσσ.σσ		·
_0	CLASS 2 - CAN	•	. ор								
				09/24/12	to 09/30/12	1x	-1				
	WRAL			Tu	09/25/12	:30	3:59 PM	PM12-107TH	\$875.00		1
30	WRAL WR	AL 5am News	5am - 5:30a								
	CLASS 3 - CAN	IDIDATE r8.23									
					to 09/30/12	1x	-1				
	WRAL			Tu	09/25/12	:30	4:58 AM	PM12-107TH	\$300.00	1	1
31		S This Morning	7am - 9am								
	CLASS 3 - CAN	NDIDATE r8.23					_				
	WDAI			09/24/12 Tu	to 09/30/12	1x	-1		Ф000 00	1	4
00	WRAL		0.0	TU	09/25/12	:30	7:29 AM	PM12-117TH	\$380.00		1
32	WRAL Tue CLASS 3 - CAN	Hour 1	8-9p								
	CLASS 3 - CAN	IDIDATE 18.23		00/24/12	to 09/30/12	1x	-1				
	WRAL			Tu	09/25/12	:30	7:59 PM	PM12-107TH	\$3,550.00		1
33		d Hour 3	10-11p	10	00/20/12	.00	7.00 1 101	11112 107111	φο,οσο.σο		•
00	CLASS 3 - CAN		10 11р								
	3233 0 0/11	00		09/24/12	to 09/30/12	1x	1				
	WRAL			W	09/26/12	:30	10:47 PM	PM12-117TH	\$3,335.00		1
			We war	rant that the act	ual broadcast info	ormation show	n on this invoice v	vas taken from the program	log		



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Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
33	WRAL Wed Hour 3	10-11p						-		
	CLASS 3 - CANDIDATE 8.23									
34	WRAL Price is Right	11a-12p								
	CLASS 1 - CANDIDATE r8.23									
			09/24/12 to		1x	1				
	WRAL		W	09/26/12	:30	10:59 AM	PM12-117TH	\$500.00		1
35	WRAL Young and the Restless CLASS 3 - CANDIDATE r8.23	4-5p								
			09/24/12 to		1x	1				
	WRAL		W	09/26/12	:30	3:59 PM	PM12-117TH	\$875.00		1
36	WRAL WRAL 5am News CLASS 3 - CANDIDATE r8.23	5am - 5:30a								
			09/24/12 to		1x	1				
	WRAL		W	09/26/12	:30	5:13 AM	PM12-107TH	\$300.00		1
37	WRAL WRAL 5:30AM News CLASS 3 - CANDIDATE r8.23	530-6a								
			09/24/12 to		1x	1				
	WRAL		W	09/26/12	:30	5:38 AM	PM12-117TH	\$450.00		1
38	WRAL CBS This Morning CLASS 3 - CANDIDATE r8.23	7am - 9am								
			09/24/12 to		1x	1				
	WRAL		W	09/26/12	:30	8:29 AM	PM12-107TH	\$380.00		1
39	WRAL Fri Hour 3 CLASS 3 - CANDIDATE r8.23	10-11p								
			09/24/12 to		1x	1				
	WRAL		F	09/28/12	:00			<del>\$2,225.00</del>	Credited	1
40	WRAL Late News CLASS 3 - CANDIDATE r8.23	11-1135p								
			09/24/12 to		1x	1				
	WRAL		F	09/28/12	:30	11:28 PM	PM12-107TH	\$1,335.00		1



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Line	Channel Descr	ription	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
41			1205x-107x								<u> </u>
	CLASS 3 - CANDI	IDATE r8.23		00/04/10+-	00/00/10	4	1				
	WRAL			09/24/12 to	09/30/12	1x :30	1:02 AM	PM12-117TH	\$90.00		1
42	WRAL Noon	News	12p-1p	•	00/20/12	.00	1.02 / (())	THILL LLY III	ψου.ου		
	CLASS 3 - CANDI		p								
				09/24/12 to		1x	1				
	WRAL			F	09/28/12	:30	12:42 PM	PM12-107TH	\$215.00		1
43	WRAL 5:00 F CLASS 3 - CANDI		5-530p								
	CLASS 3 - CANDI	IDATE 10.23		09/24/12 to	09/30/12	1x	1				
	WRAL			F	09/28/12	:30	5:26 PM	PM12-117TH	\$1,115.00		1
44	WRAL Fri Ho	our 1	8-9p								
	CLASS 3- CANDID	DATE r8.23									
	WRAL		,	09/24/12 to	09/30/12 09/28/12	1x :30	7:59 PM	PM12-107TH	\$1,570.00		
45	WRAL Fri Ho	aur 2	9-10p	Г	09/26/12	.30	7.59 PIVI	PMIZ-IU/IH	\$1,570.00		I
73	CLASS 3 - CAND		9-10 <b>p</b>								
				09/24/12 to	09/30/12	1x	1				
	WRAL			F	09/28/12	:30	9:43 PM	PM12-117TH	\$1,790.00		1
46	WRAL Late N		11-1135p								
	CLASS 3 - CANDI	IDATE r8.23		09/24/12 to	00/20/12	1x	1				
	WRAL			M	09/24/12	:00	1		\$1,335,00	Credited	1
47		Letterman	1135p-1237a		00/21/12	.00			ψ1,000.00	Croaned	•
	CLASS 3 - CANDI		<b></b> -								
				09/24/12 to			1				
	WRAL			М	09/24/12	:00			<del>\$270.00</del>	Credited	1
48	WRAL Noon CLASS 3 - CANDI		12p-1p								



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48       WRAL CLASS 3 - CANDIDATE r8.23 WRAL       12p-1p         49       WRAL 7pm News CLASS 3 - CANDIDATE r8.23       7-730p         WRAL WRAL Sat Hour 1 CLASS 3 - CANDIDATE r8.23       8-9p         50       WRAL WRAL Sat Hour 1 CLASS 3 - CANDIDATE r8.23       8-9p         09/24/12 to 09/30/12 1x1-	
WRAL 7pm News 7-730p  CLASS 3 - CANDIDATE r8.23  WRAL Sat Hour 1 8-9p CLASS 3 - CANDIDATE r8.23  M 09/24/12 to 09/30/12 1x1-  Sa 09/29/12 :00 \$270.00  \$215.00  \$215.00 \$2270.00 \$270.00	
49 WRAL 7pm News CLASS 3 - CANDIDATE r8.23  WRAL  WRAL  WRAL  Sat Hour 1  CLASS 3 - CANDIDATE r8.23  8-9p  CLASS 3 - CANDIDATE r8.23	
CLASS 3 - CANDIDATE r8.23  WRAL  WRAL  Sa 09/29/12 :00 \$270.00  \$270.00  \$270.00	Credited 1
09/24/12 to 09/30/12     1x    1-       WRAL     Sat Hour 1     8-9p       CLASS 3 - CANDIDATE r8.23     8-9p	Credited 1
WRAL Sat Hour 1 8-9p CLASS 3 - CANDIDATE r8.23 Sa 09/29/12 :00 \$270.00	Credited 1
50 WRAL Sat Hour 1 8-9p CLASS 3 - CANDIDATE r8.23	Credited 1
CLASS 3 - CANDIDATE r8.23	1
	1
09/24/12 to 09/30/12 1x1-	1
	1
WRAL Sa 09/29/12 :30 8:59 PM PM12-117TH \$550.00	
LR Write on spot aired	
51 WRAL Sun Hour 3 10-11p CLASS 3 - CANDIDATE r8.23	
09/24/12 to 09/30/12 1x1	
WRAL Su 09/30/12 :30 10:35 PM PM12-111T \$2,000.00	
52 WRAL Late News 11-1135p	•
CLASS 3 - CANDIDATE r8.23	
09/24/12 to 09/30/12 1x1	
WRAL Su 09/30/12 :30 11:24 PM PM12-117TH \$1,335.00	
53 WRAL 60 Minutes 7-8p	
CLASS 3 - CANDIDATE r8.23	
09/24/12 to 09/30/12 1x1	
WRAL Su 09/30/12 :30 7:55 PM PM12-117TH \$2,670.00	1
54 WRAL Sun Hour 1 8-9p	
CLASS 4 - CANDIDATE	
09/24/12 to 09/30/12	
WRAL Su 09/30/12 :00 \$1,500.00	Credited 1
55 WRAL David Letterman 1135p-1237a	
CLASS 3 - CANDIDATE r8.23	
09/24/12 to 09/30/12 1x1	



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INVOICE
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CL W	LASS 3 - CANDID	Letterman	1135p-1237a				Air Time	Ad-ID	Rate	Reconciliation	Ref #
W			1100p-1201a							<u> </u>	
		DATE r8.23		_,	22/27/12				4070.00	0 " 1	
	VRAL			Th	09/27/12	:00			<del>\$2/0.00</del>	Credited	1
	<b>VRAL Noon N</b> LASS 3 - CANDID		12p-1p								
CL	LASS 3 - CANDID	JAIE 10.23		09/24/12 to	n 00/30/12	1x	1				
W	VRAL			Th	09/27/12	:30	12:13 PM	PM12-117TH	\$215.00		1
		ews (M-F)	6-630p	•••	00/2//12	.00	12.101.11		φ210.00		·
	LASS 3 - CANDID		О СССР								
				09/24/12 to	09/30/12	1x	1				
W	VRAL			Th	09/27/12	:30	5:58 PM	PM12-117TH	\$1,335.00		1
58 W	VRAL Tue Ho	our 3	10-11p								
CL	LASS 3 - CANDID	DATE r8.23									
				09/24/12 to		1x	-1				
	VRAL			Tu	09/25/12	:30	10:39 PM	PM12-107TH	\$2,225.00		1
		Letterman	1135p-1237a								
CL	LASS 3 - CANDID	DATE 18.23		00/04/10+	00/20/10	1.,	-1				
١٨/	VRAL			09/24/12 to	09/25/12	1x :30	12:33 AM	PM12-117TH	\$270.00		1
	VRAL Noon N	Jowe	12p-1p	Tu	03/23/12	.50	12.55 AW	FMIZ-III	Ψ270.00		'
	LASS 3 - CANDID		120-10								
02	2,1000 0 0,111010	5711 2 10.20		09/24/12 to	09/30/12	1x	-1				
W	VRAL			Tu	09/25/12	:30	12:23 PM	PM12-117TH	\$215.00		1
61 W	VRAL 5:30 Ne	ews	530-6p								
CL	LASS 3 - CANDID	DATE r8.23	•								
				09/24/12 to		1x	-1				
	VRAL			Tu	09/25/12	:30	5:43 PM	PM12-117TH	\$1,115.00		1
	VRAL Tue Ho	· -	9-10p								
CL	LASS 3 - CANDID	DATE r8.23		00/04/4=:	00/00//-						
14	VDAL			09/24/12 to		1x	-1	Du12 117TH	ΦΩ 14F ΩΩ		
VV	VRAL				09/25/12	:30	9:47 PM	PM12-117TH was taken from the program to	\$3,115.00		1



WRAL-TV **Accounting Department** PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

#### **Billing Address:**

**Smart Media Attention: Accounts Payable** 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 9/24
Estimate Number	924930

Invoice #	116654-1
Invoice Date	09/30/12
Invoice Month	September 2012
Invoice Period	08/27/12 - 09/30/12

Station	WRAL
Account Executive	Cheryl Blair
Sales Office	Washington Telerep
Sales Region	National

Order #	116654
Alt Order #	06218176
Deal #	
Order Flight	09/24/12 - 09/30/12

Billing Calendar	Broadcast	
Billing Type	Cash	
Special Handling	CIA - Mark PAID	

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

Line	Channel Description	Time	Day	Date	Length	Air Time	Ad-ID	Rate	Reconciliation	Ref #
64	WRAL Late News	11-1135p		-			•	-		<u> </u>
	CLASS 3 - CANDIDATE r8.23									
				2 to 09/30/12	1x	1				
	WRAL		W	09/26/12	:30	11:14 PM	PM12-107TH	\$1,335.00		1
65	WRAL David Letterman	1135p-1237a								
	CLASS 3 - CANDIDATE r8.23									
				2 to 09/30/12	1x	1				
	WRAL		W	09/26/12	:30	11:57 PM	PM12-117TH	\$270.00		1
66	WRAL Noon News	12p-1p								
	CLASS 3 - CANDIDATE r8.23									
			09/24/12	2 to 09/30/12	1x	1				
	WRAL		W	09/26/12	:30	12:45 PM	PM12-107TH	\$215.00		1
67	WRAL 5:00 First News	5-530p								
	CLASS 3 - CANDIDATE r8.23	•								
			09/24/12	2 to 09/30/12	1x	1				
	WRAL		W	09/26/12	:30	5:21 PM	PM12-107TH	\$1,115.00		1
68	WRAL Sun Hour 2	9-10pm								
	CLASS 3 CANDIDATE R8.23	·								
			09/24/12	2 to 09/30/12	1x	S				
	WRAL		Su	09/30/12	:30	9:40 PM	PM12-107TH	\$2,000.00		1
69	WRAL 5:00 First News	5-530p								
	CLASS 3 - CANDIDATE r8.23									
	<u> </u>		09/24/12	2 to 09/30/12	1x	1				
	WRAL		Th	09/27/12	:30	5:29 PM	PM12-107TH	\$1,115.00		1
					= =			<b>*</b> 1,11333		•
		Aired Spots	50							

Gross Total \$49,425.00



**WRAL-TV Accounting Department** PO Box 60904 Charlotte, NC 28260 Main: (919)821-8514 Billing: (919)821-8581

#### **Billing Address:**

**Smart Media Attention: Accounts Payable** 814 King Street Suite 400 Alexandria, VA 22314



Advertiser	Pat McCrory for Governor
Product	MCCRORY 9/24
Estimate Number	924930

Invoice #	116654-1		
Invoice Date	09/30/12		
Invoice Month	September 2012		
Invoice Period	08/27/12 - 09/30/12		

Station	WRAL
Account Executive	Cheryl Blair
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Order #	116654		
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Deal #			
Order Flight	09/24/12 - 09/30/12		

Billing Calendar	Broadcast
Billing Type	Cash
Special Handling	CIA - Mark PAID

IDB#	
Advertiser Code	MCCRO
Product Code	ORDR

Agency Ref	
Advertiser Ref	

**Agency Commission** 

**Net Amount Due** 

\$7,413.75

Payment Terms 30 Days \$42,011.25